

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

ITE&C Dept – Foundation stone laying ceremony by Hon’ble Chief Minister for GAME Park on 08<sup>th</sup> January, 2014 at Raidurg - Release of advertisement in vernacular newspapers - Sanction and release of an amount of Rs.23,70,800/- (Rupees Twenty Three Lakhs Seventy Thousand and Eight Hundred Only) to various agencies – Orders – Issued.

**INFORMATION TECHNOLOGY, ELECTRONICS AND COMMUNICATIONS**  
**(Promotions) DEPARTMENT**

**G.O.Rt.No. 28**

**Dated:03.03.2014**

**Read the following:**

1. Letter from the Commissioner, Information & Public Relation Dept, Lr.No.000178/Advt.I /2014, dt:15.02.2014 to Secretary, ITE&C Dept.
2. The Commissioner, Information & Public Relation Dept, Release order.No.8/Dis.Agen-PP/Advt.I/2013-14/1, dt:10.01.2014 to M/s.Ramakanth Advertising Pvt Ltd.
3. The Commissioner, Information & Public Relation Dept, Release order.No.8/Dis.Agen-PP/Advt.I/2013-14/2, dt:10.01.2014 to M/s.Pamm Advertising & Marketing
4. The Commissioner, Information & Public Relation Dept, Release order.No.8/Dis.Agen-PP/Advt.I/2013-14/3, dt:10.01.2014, to M/s.Yakshi Communications.
5. The Commissioner, Information & Public Relation Dept, Release order.No.8/Dis.Agen-PP/Advt.I/2013-14/4, dt:10.01.2014, to M/s.Adbridge Communications India Pvt Ltd.
6. The Commissioner, Information & Public Relation Dept, Release order.No.8/Dis.Agen-PP/Advt.I/2013-14/5, dt:10.01.2014 to M/s.Flame Advertising Co.Pvt.Ltd.
7. G.O.Rt.No.2558, Finance (EXPR.GAD-II) Department dt:04.07.2013.
8. U.O.Note No.105/IT&C/Budget/2013, IT&C Dept, dt:15.07.2013.
9. G.O.Rt.No.3913, Finance (EXPR.GAD-II) Department dt:05.11.2013.
10. U.O.Note No.105/ITE&C/Budget/2013, ITE&C Dept, dt:11.11.2013.

**ORDER:**

Hon’ble Chief Minister has laid the foundation stone for GAME Park on 08<sup>th</sup> January, 2014 at Raidurg. In this regard, for having wide publicity about this initiative taken by ITE&C Dept, advertisements were given in the various newspapers such as Deccan Chronicle, Times of India, The New Indian Express, The Hindu, Eenadu, Sakshi, Andhra Jyothi & Namaste Telangana on 08.01.2014. Accordingly, the said advertisements were published in the said newspapers.

2. After completion of the programme, Commissioner, I&PR vide reference first read above has forwarded the advertisement bills with copies of Release Orders and newspaper clippings issued to daily newspapers through advertisement agencies and requested for payment of the same to the concerned agencies as mentioned below:

S.No.	Name of the Agency	Name of Newspaper	Amount (Rs.)
1	M/s.Ramakanth Advertising Pvt Ltd	Deccan Chronicle	8,19,200
		Times of India	2,07,600
		New Indian Express	1,60,000
		<b>TOTAL (A)</b>	<b>11,86,800</b>
2	M/s.Pamm Advertising & Marketing	The Hindu	1,95,200
		Namasthe Telangana	1,76,000
		<b>TOTAL (B)</b>	<b>3,71,200</b>
3	M/s.Yakshi Communications	Eenadu	3,10,800
		<b>TOTAL (C)</b>	<b>3,10,800</b>
4	M/s.Adbridge Communications India Pvt Ltd	Sakshi	3,02,000
		<b>TOTAL (D)</b>	<b>3,02,000</b>
5	M/s.Flame Advertising Co.Pvt.Ltd	Andhra Jyothi	2,00,000
		<b>TOTAL (E)</b>	<b>2,00,000</b>
	<b>GRAND TOTAL (A+B+C+D+E)</b>		<b>23,70,800</b>

3. Government, after careful examination, hereby accord, sanction and release of an amount of Rs.23,70,800/- (Rupees Twenty Three Lakhs Seventy Thousand and Eight Hundred Only) to the agencies as mentioned at Para.2 above towards paper advertisement charges.

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4. The amount sanctioned and released at Para.3 above shall be debited to the following Head of Account:

3451	:	Secretariat Economic Services
MH 090	:	Secretariat
GH (11)	:	Normal State Plan
SH (22)	:	IT&C Department
260	:	Advertisements, Sales and Publicity Expenses

5. The Joint Director & DDO (Admn), ITE&C Department shall draw the amount of Rs.23,70,800/- (Rupees Twenty Three Lakhs Seventy Thousand and Eight Hundred Only) sanctioned in Para.3 above and arrange for payment after duly applying the TDS in favour of the respective agencies as mentioned here under:

S.No.	Name of the Agency	Amount (Rs.)
1	M/s.Ramakanth Advertising Pvt Ltd	11,86,800
2	M/s.Pamm Advertising & Marketing.	3,71,200
3	M/s.Yakshi Communications.	3,10,800
4	M/s.Adbridge Communications India Pvt Ltd.	3,02,000
5	M/s.Flame Advertising Co.Pvt.Ltd.	2,00,000
TOTAL		23,70,800

6. The above agencies shall submit an advance stamped receipt for the amounts sanctioned to them, to the Department in duplicate.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**SANJAY JAJU,  
SECRETARY TO GOVERNMENT**

To  
M/s.Ramakanth Advertising Pvt Ltd, Hyderabad  
M/s.Pamm Advertising & Marketing, Hyderabad  
M/s.Yakshi Communications, Hyderabad  
M/s.Adbridge Communications India Pvt Ltd, Hyderabad  
M/s.Flame Advertising Co.Pvt.Ltd, Hyderabad  
The Accountant General (Audit), Andhra Pradesh, Hyderabad  
The Accountant General (A&E), Andhra Pradesh, Hyderabad  
The Director of Treasuries and Accounts, Andhra Pradesh, Hyderabad  
The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad  
The Pay and Accounts Officer, Andhra Pradesh, Hyderabad  
The Resident Audit Officer O/o Pay and Accounts Officer, Hyderabad  
The JD & DDO (Admn), ITE&C Department

Copy to:  
Fin. (EXPR-GAD II) Department  
S.F./Spare

// FORWARDED : : BY ORDER //

**SECTION OFFICER**